Hold a workshop to model how your product works

Public Health England

Couch to 5K Exercise App Example - Simplified model

Hypothesis
Couch to 5K is a free step-by-step programme to get you up and running in 9 weeks. C25K provides non-judgemental support to engage in physical activity. It is aimed at non-active people in lower-socio economic groups.

Assumptions
- People want to improve their health.
- People are willing to invest time in getting fitter.

Functions	→	Responses	→	Outcomes: Short-term	→	Outcomes: Medium-term	→	Outcomes: Long-term

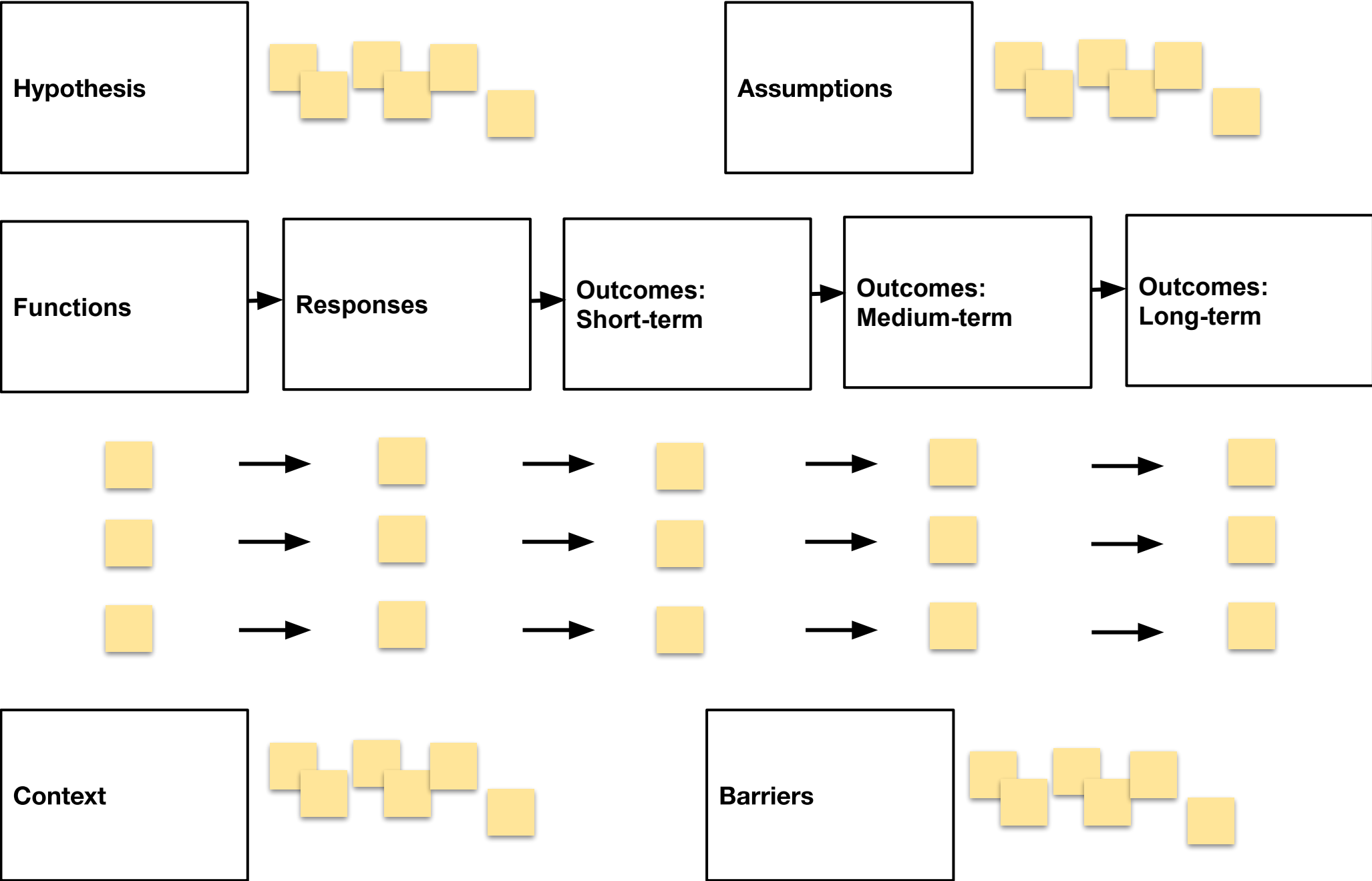| Functions	Responses	Outcomes: Short-term	Outcomes: Medium-term	Outcomes: Long-term
App breaks down overall goal (running 5K) into manageable steps over 9 weeks.	User feels confident enough to begin programme.	User increases moderate-intensity physical activity.		
App allows user to record runs and prompts them to do this.	User feels encouraged by seeing their progress and continues with programme.	User increases level of exercise week-by-week.	User runs 5K Increased fitness levels Weight-loss	User maintains good fitness levels and a healthy weight. Decreased risk of illness.

Context
Lower socio-economic groups don't always engage with physical activity and tend to de-prioritise their health. There isn't always a product on the market that works in the same way.

Barriers
- Environmental barriers to running: training, weather, clothes.
- Physical activity barriers: breathing, pain, stiffness.
- Lack of motivation to complete activities.

Workshop Diagram - Stick headings on the wall as displayed

Hypothesis

Assumptions

Functions → Responses → Outcomes: Short-term → Outcomes: Medium-term → Outcomes: Long-term

Context

Barriers

Hypothesis

What problem are you trying to solve?
What opportunity are you exploring?

Assumptions

What are your underlying assumptions about the users of your product?

Outcomes: Short-term

What specific changes will your intervention create through its functions and responses?

Outcomes: Medium-term

What specific changes will your intervention create through its functions and responses?

Outcomes: Long-term

What specific changes will your intervention create through its functions and responses?

Functions

What are the specific things your product will do to encourage the user towards outcomes that will improve their health?

Responses

How will your user respond to your product's functions? For example, how will it change their behaviour?

Context

Who is the user?
What are their motivations?
What support do they have?

Barriers

What might prevent someone from using your product?
What might prevent them from achieving the desired health outcomes?